TOSOFT "2820F00F

FIG.1

PRIOR ART

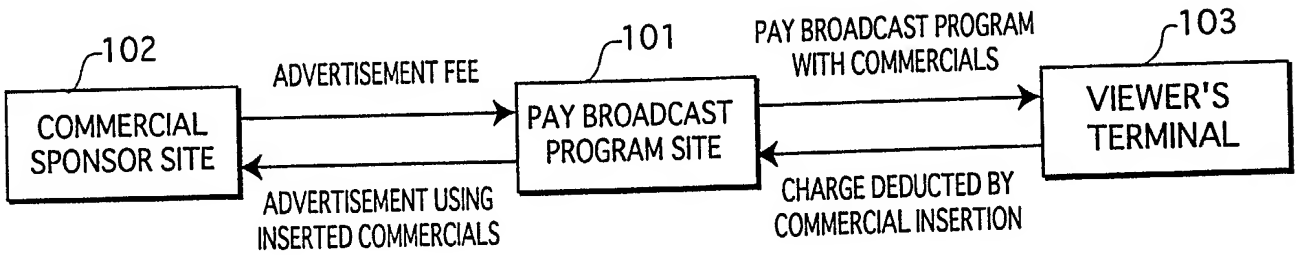

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FIG.2

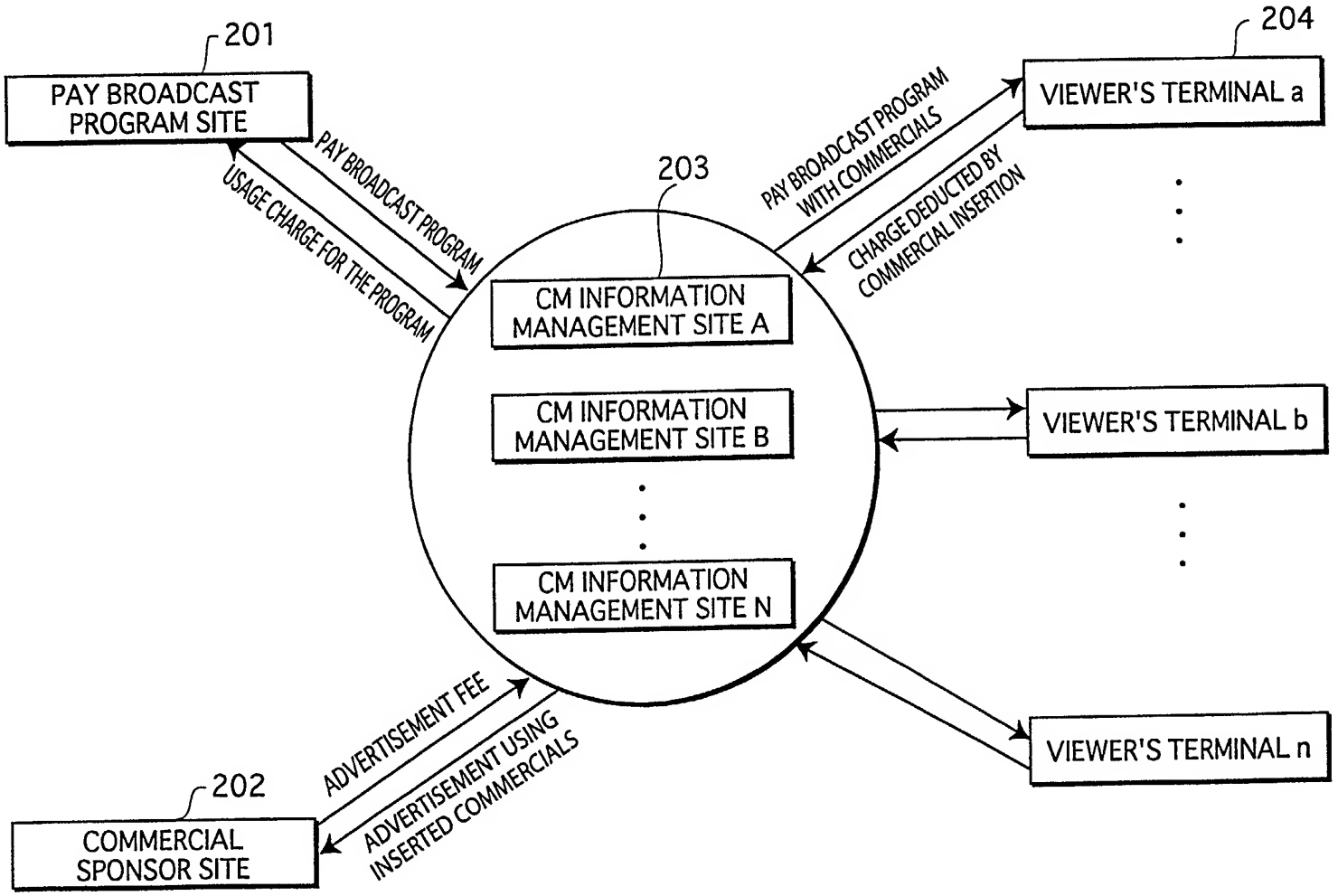

FIG.3

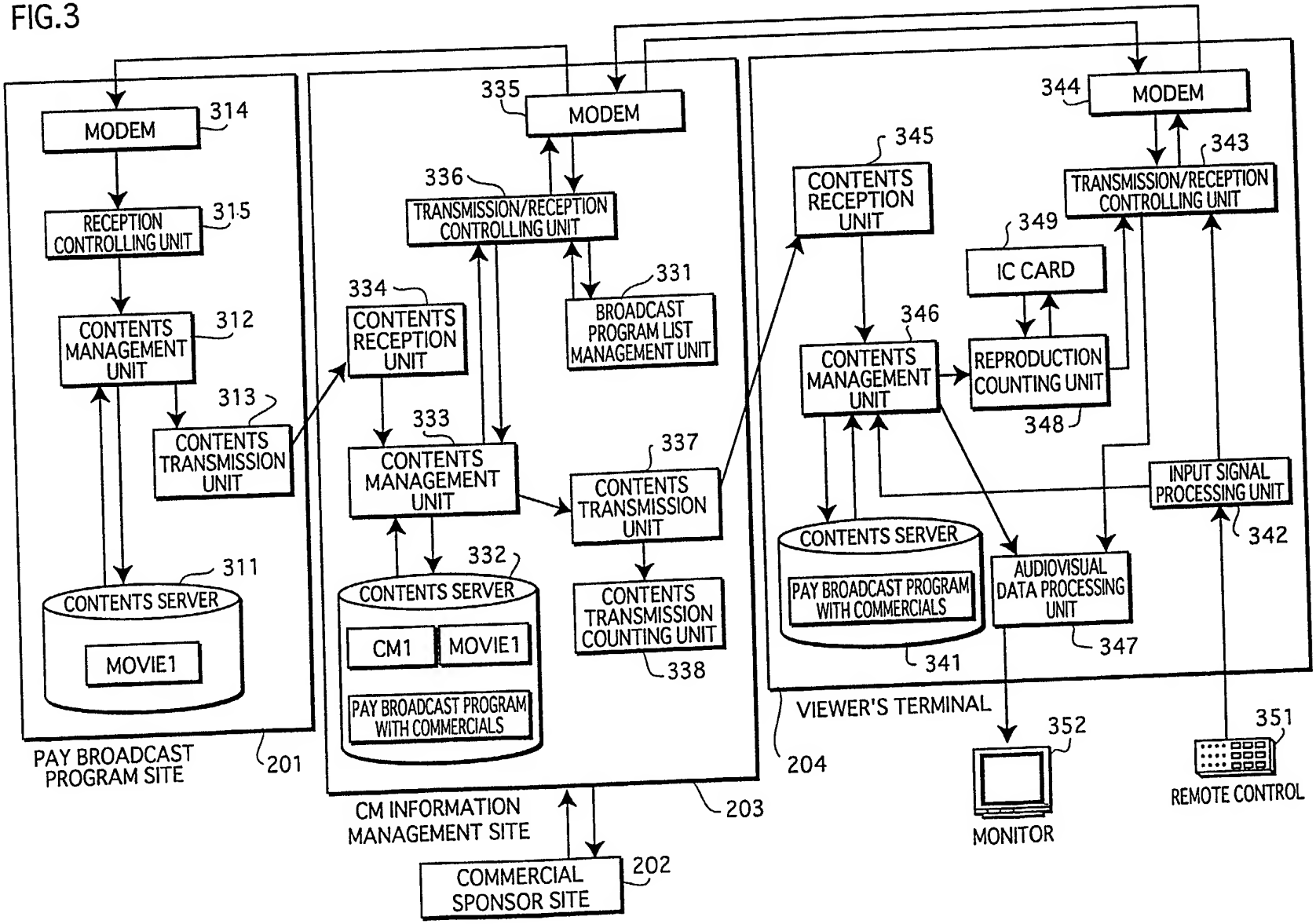
MODEM
314
RECEPTION CONTROLLING UNIT
315
CONTENTS MANAGEMENT UNIT
312
313
CONTENTS TRANSMISSION UNIT
311
CONTENTS SERVER
MOVIE1
PAY BROADCAST PROGRAM SITE
201
335
MODEM
336
TRANSMISSION/RECEPTION CONTROLLING UNIT
334
CONTENTS RECEPTION UNIT
331
BROADCAST PROGRAM LIST MANAGEMENT UNIT
333
CONTENTS MANAGEMENT UNIT
337
CONTENTS TRANSMISSION UNIT
332
CONTENTS SERVER
CM1
MOVIE1
PAY BROADCAST PROGRAM WITH COMMERCIALS
CONTENTS TRANSMISSION COUNTING UNIT
338
CM INFORMATION MANAGEMENT SITE
203
COMMERCIAL SPONSOR SITE
202
344
MODEM
345
CONTENTS RECEPTION UNIT
343
TRANSMISSION/RECEPTION CONTROLLING UNIT
349
IC CARD
346
CONTENTS MANAGEMENT UNIT
REPRODUCTION COUNTING UNIT
348
INPUT SIGNAL PROCESSING UNIT
342
CONTENTS SERVER
PAY BROADCAST PROGRAM WITH COMMERCIALS
341
AUDIOVISUAL DATA PROCESSING UNIT
347
VIEWER'S TERMINAL
204
352
MONITOR
351
REMOTE CONTROL

FIG.4

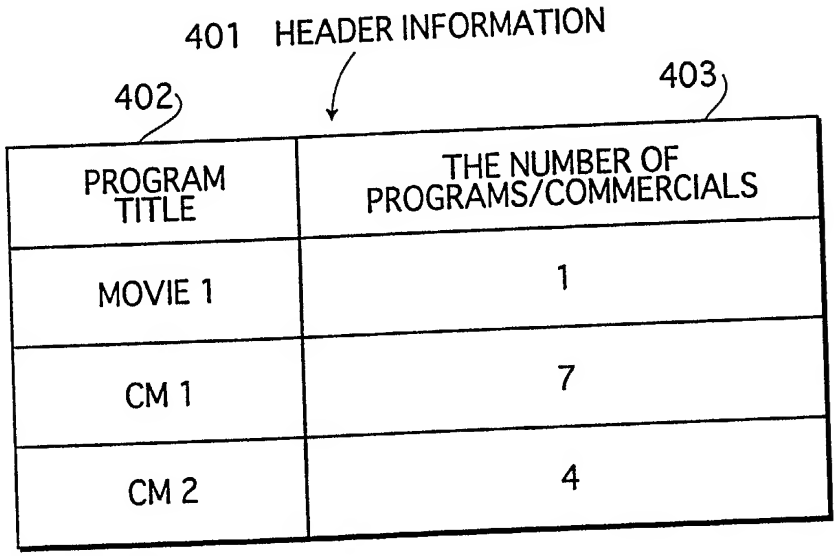
401 HEADER INFORMATION
402
403
PROGRAM TITLE
THE NUMBER OF PROGRAMS/COMMERCIALS
MOVIE 1
1
CM 1
7
CM 2
4

FIG.5

USAGE CHARGE/ADVERTISEMENT FEE LIST

501

502 PROGRAM TITLE	503 THE NUMBER OF PROVISION FOR VIEWER'S TERMINAL	504 CHARGE FOR ONE PROVISION	505 TOTAL OF USAGE CHARGE/ ADVERTISEMENT FEE
MOVIE 1	125	¥1,000	¥125,000
MOVIE 2	29	¥1,200	¥34,800
CM 1	1,049	¥100	¥104,900
CM 2	703	¥100	¥70,300

FIG.6

VIEWER'S TERMINAL MANAGEMENT TABLE 601

602 VIEWER'S TERMINAL ID	603 PROGRAM TITLE	604 TOTAL CHARGE
0001	MOVIE 1, MOVIE 2	350
0002	MOVIE 1	150
⋮	⋮	⋮

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FIG.7

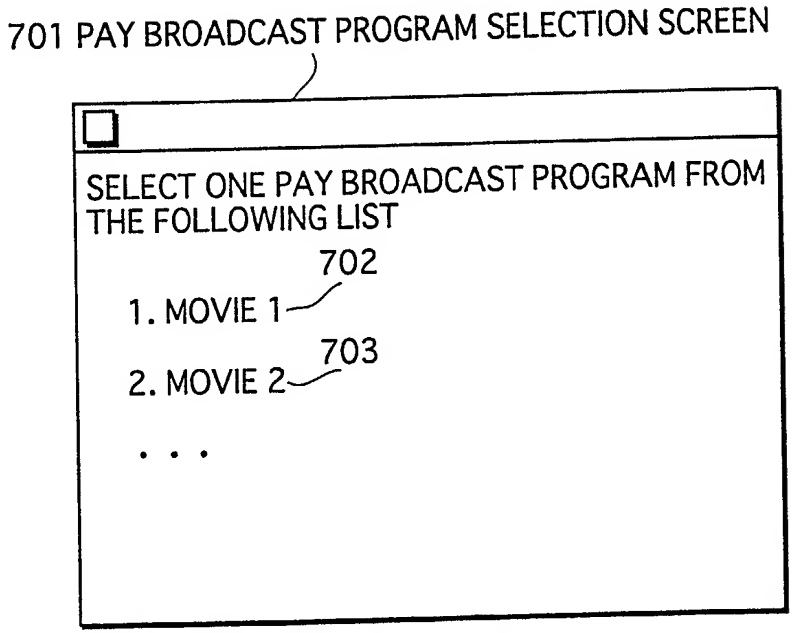
701 PAY BROADCAST PROGRAM SELECTION SCREEN
SELECT ONE PAY BROADCAST PROGRAM FROM THE FOLLOWING LIST
702
1. MOVIE 1
703
2. MOVIE 2
. . .

FIG.8

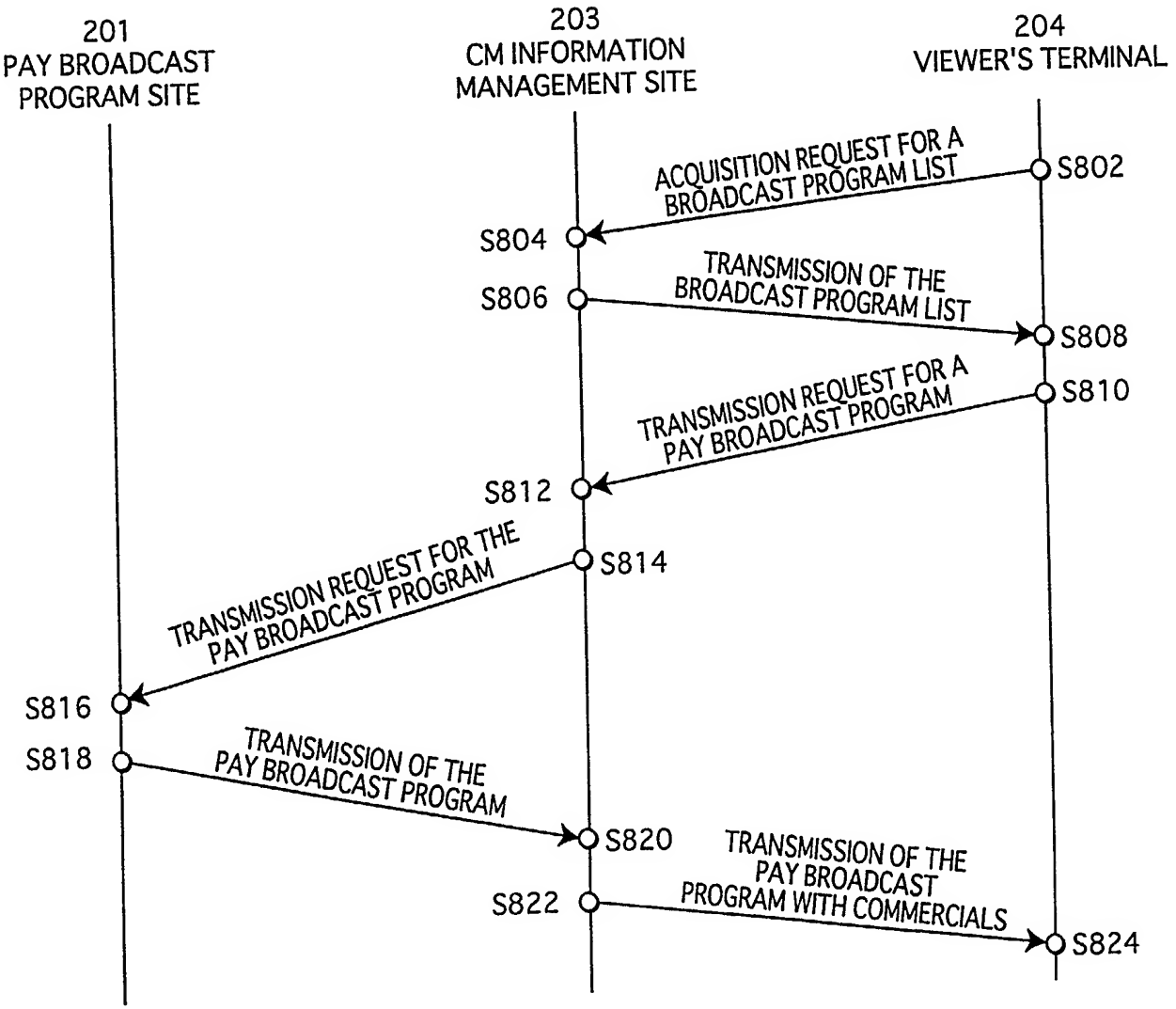
201
PAY BROADCAST PROGRAM SITE
203
CM INFORMATION MANAGEMENT SITE
204
VIEWER'S TERMINAL
ACQUISITION REQUEST FOR A BROADCAST PROGRAM LIST
S802
S804
TRANSMISSION OF THE BROADCAST PROGRAM LIST
S806
S808
TRANSMISSION REQUEST FOR A PAY BROADCAST PROGRAM
S810
S812
TRANSMISSION REQUEST FOR THE PAY BROADCAST PROGRAM
S814
S816
TRANSMISSION OF THE PAY BROADCAST PROGRAM
S818
S820
TRANSMISSION OF THE PAY BROADCAST PROGRAM WITH COMMERCIALS
S822
S824

FIG.9

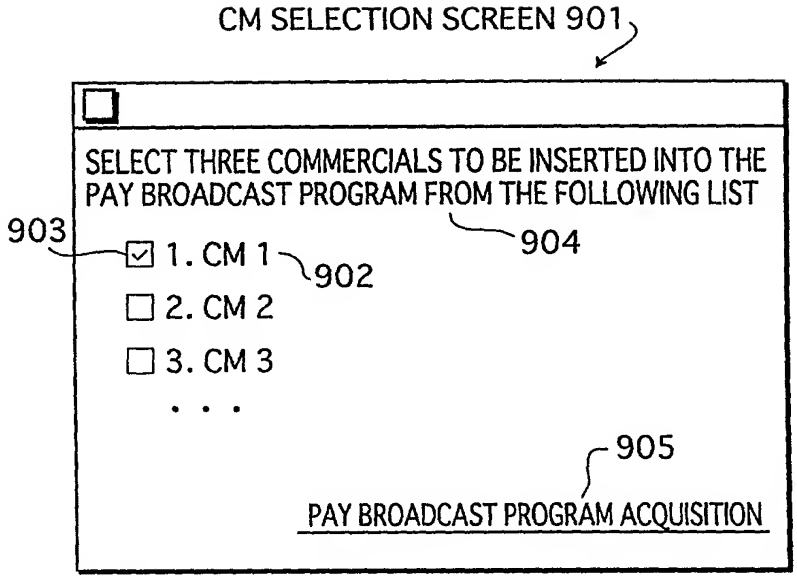
CM SELECTION SCREEN 901
SELECT THREE COMMERCIALS TO BE INSERTED INTO THE PAY BROADCAST PROGRAM FROM THE FOLLOWING LIST
903
904
1. CM 1
902
2. CM 2
3. CM 3
905
PAY BROADCAST PROGRAM ACQUISITION

FIG.10

CM SELECTION RATE TABLE 1001

1002 CM TITLE	1003 THE NUMBER OF CM TRANSMISSION	1004 CM SELECTION RATE	1005 BREAKDOWN OF VIEWERS	1006 BREAKDOWN OF PAY BROADCAST PROGRAM
CM 1	57	6.87%		
CM 2	65	7.83%		
CM 3	98	11.81%		
CM 4	379	45.66%		
CM 5	231	27.83%		

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FIG.11

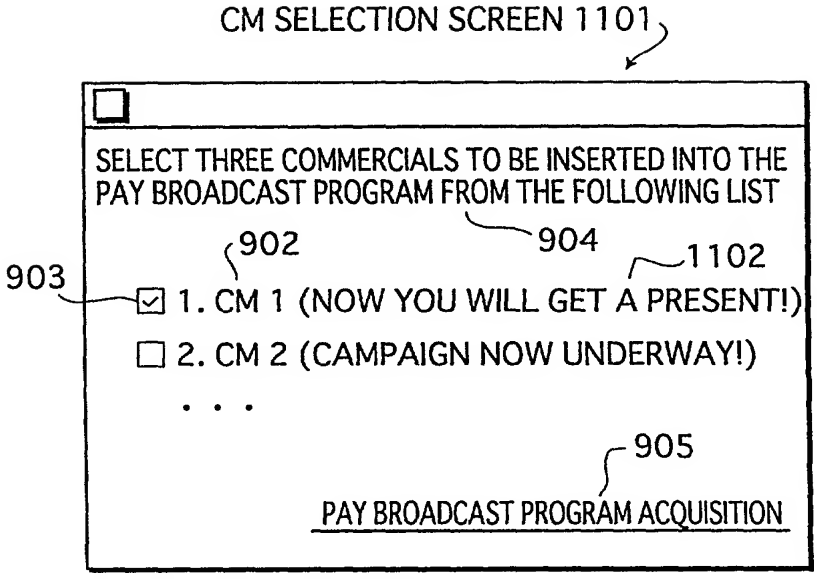
CM SELECTION SCREEN 1101
SELECT THREE COMMERCIALS TO BE INSERTED INTO THE PAY BROADCAST PROGRAM FROM THE FOLLOWING LIST
902
904
1102
903
1. CM 1 (NOW YOU WILL GET A PRESENT!)
2. CM 2 (CAMPAIGN NOW UNDERWAY!)
905
PAY BROADCAST PROGRAM ACQUISITION

FIG.12

ADVERTISEMENT FEE LEST 1201

1202 CM TITLE	1203 THE NUMBER OF PROVISION FOR VIEWER'S TERMINAL	1204 FEE FOR ONE POINT	1205 BASE DPOINT10	1206 ADVERTI-SEMENT FEE
CM 1	57	¥100	10	¥57,000
CM 2	65		20	¥130,000

FIG.13

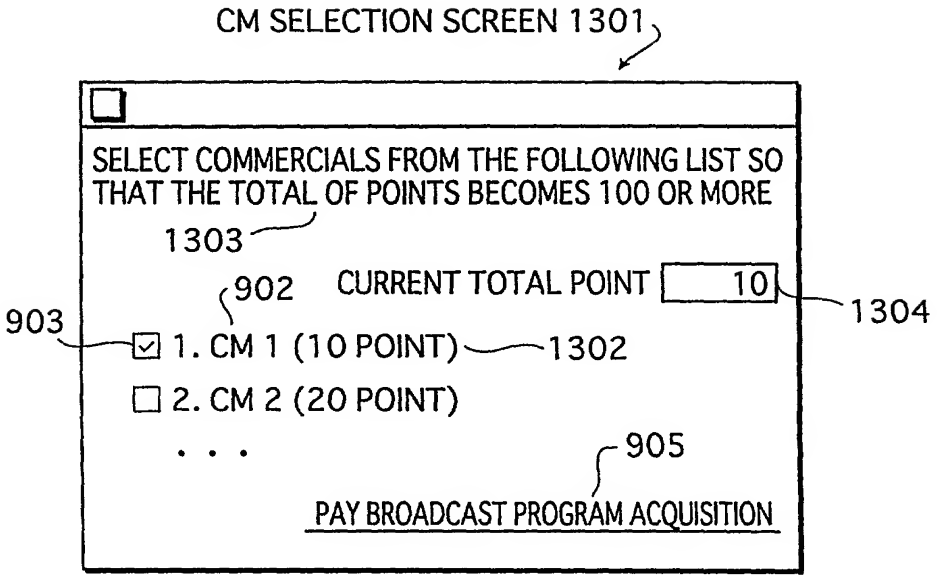
CM SELECTION SCREEN 1301
SELECT COMMERCIALS FROM THE FOLLOWING LIST SO THAT THE TOTAL OF POINTS BECOMES 100 OR MORE
1303
902
CURRENT TOTAL POINT
10
1304
903
1. CM 1 (10 POINT)
1302
2. CM 2 (20 POINT)
905
PAY BROADCAST PROGRAM ACQUISITION

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FIG.14

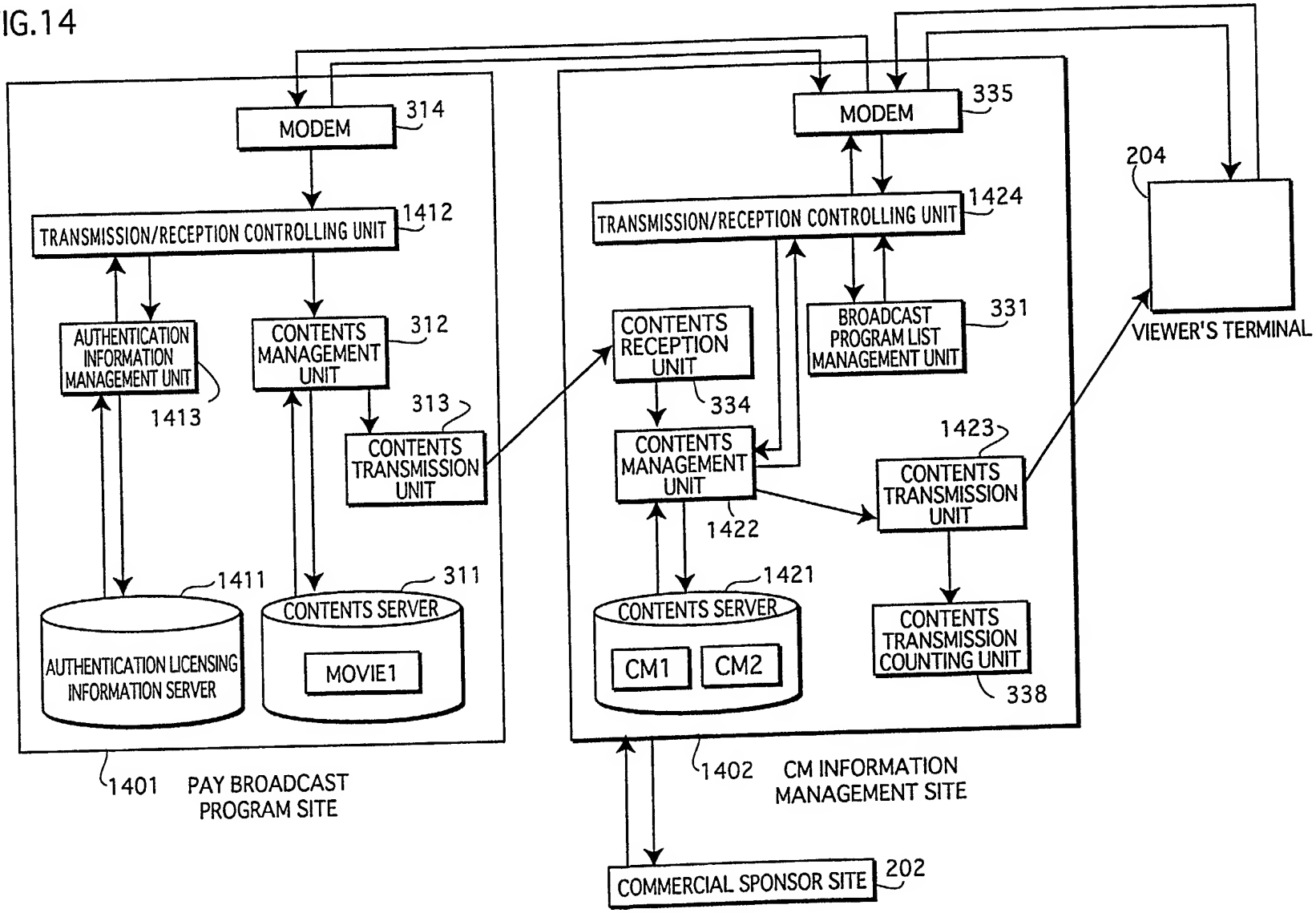

FIG.15

AUTHENTICATION LICENSING INFORMATION 1501

1502 SITE ID	1503 PASSWORD	1504 DELIVERY FORM	1505 DESTINATION	1506 PAY BROADCAST PROGRAM TITLE	1507 CM TITLE	1508 CM CATEGORY
101	*****	CELLULAR PHONE	XXX	MOVIE 1	CM1	car
					CM2	food
					CM3	non-alchol
		THE INTERNET	XXX	MOVIE 2	any	any
201	*****	BROADCASTING WAVE	XXX	MOVIE 3	CM3	non-alchol
					CM4	ANIMATION

Japanese-English Document

FIG.16

AUTHENTICATION INFORMATION 1601

1602	1603	1604	1605	1606	1607	1608
SITE ID	PASSWORD	DELIVERY FORM	DESTINATION	PAY BROADCAST PROGRAM TITLE	CM TITLE	CM CATEGORY
101	*****	CELLULAR PHONE	XXX	MOVIE 1	CM1	car
					CM2	food

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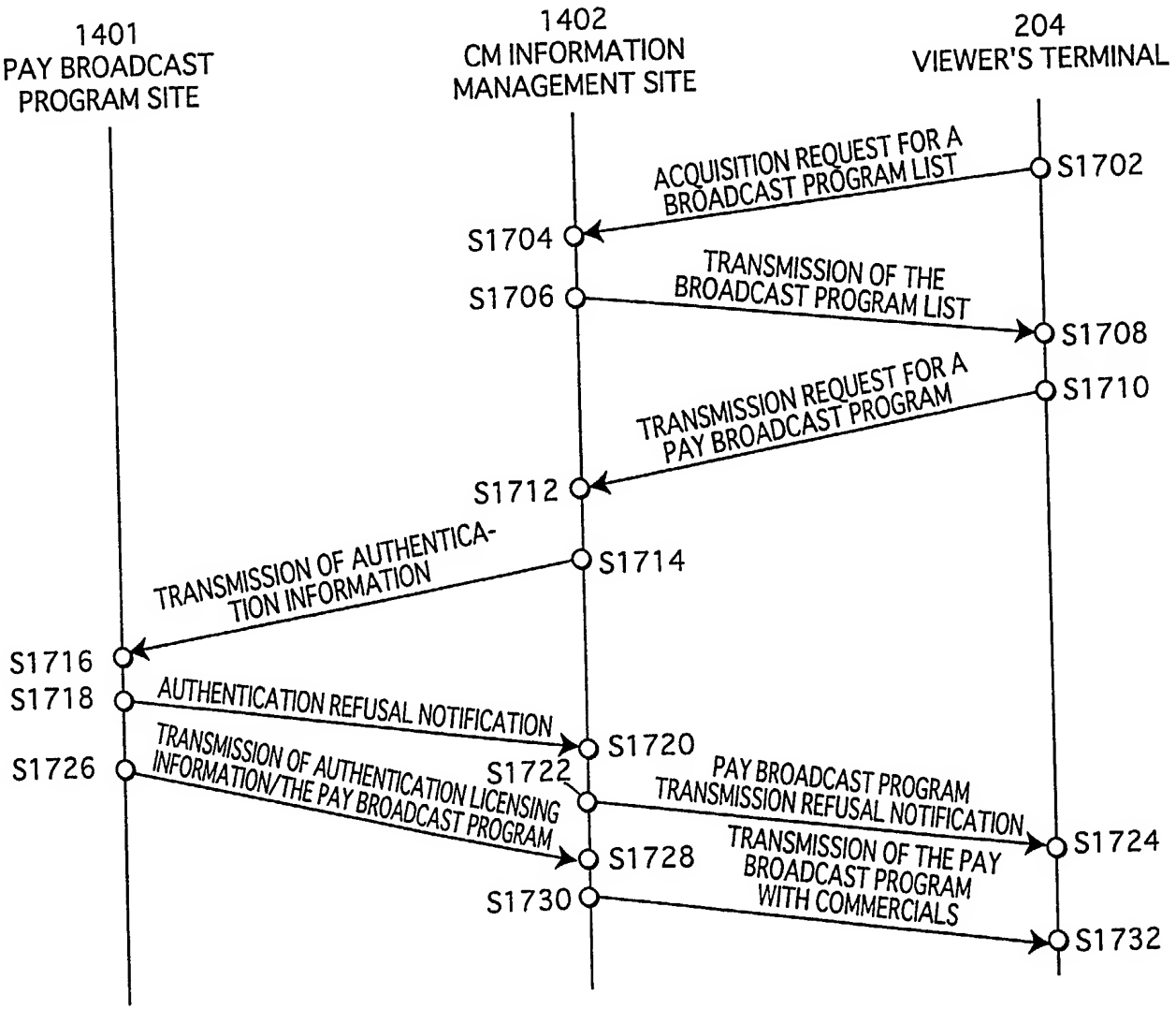
FIG.17


1401
PAY BROADCAST PROGRAM SITE
1402
CM INFORMATION MANAGEMENT SITE
204
VIEWER'S TERMINAL
ACQUISITION REQUEST FOR A BROADCAST PROGRAM LIST
S1702
S1704
TRANSMISSION OF THE BROADCAST PROGRAM LIST
S1706
S1708
TRANSMISSION REQUEST FOR A PAY BROADCAST PROGRAM
S1710
S1712
TRANSMISSION OF AUTHENTICATION INFORMATION
S1714
S1716
S1718
AUTHENTICATION REFUSAL NOTIFICATION
S1720
S1722
PAY BROADCAST PROGRAM TRANSMISSION REFUSAL NOTIFICATION
S1724
S1726
TRANSMISSION OF AUTHENTICATION LICENSING INFORMATION/THE PAY BROADCAST PROGRAM
S1728
TRANSMISSION OF THE PAY BROADCAST PROGRAM WITH COMMERCIALS
S1730
S1732